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INForm Us

1. Did you attend the INFLUENCE Women's Health Forum in Indianapolis on April 18, 2007?

- ☐ Yes
☐ No

2. Which of the Top 9 strategies have you taken action on in your community? Check all that apply.

- ☐ Contacted Legislator regarding cigarette tax
☐ Wrote letter to editor of women's magazine
☐ Supported federal legislation to regulate tobacco
☐ Promoted 1-800-QUIT-NOW
☐ Encouraged youth to fight back against tobacco industry
☐ Gave business to smoke-free establishments/supported smoke-free ordinances
☐ Established secondhand smoke policies
☐ Provided incentives to non-smokers/cessation resources to smokers
☐ Shared the Top 9 list with 9 other women
☐ None...yet

Use Your INFLUENCE

Whether or not you attended the first INFLUENCE Women's Health Forum on April 18, 2007, you have expressed dedication to improving the health of Hoosier women. This monthly e-newsletter will provide you with tools and resources to carry out the Top Nine strategies for fighting back against tobacco marketing. Indiana State Health Commissioner, Dr. Judy Monroe, presented these strategies at the Forum and issued a call to action to women of influence to act in their own communities (see below for the complete Top Nine list).

Through the INFLUENCE initiative, you have access to:

- This monthly e-newsletter with specific ideas and resources for how to implement one of the Top Nine strategies each month;
- A Web site (www.INFLUENCE.in.gov) to access additional information about the INFLUENCE movement and what others are doing around the state;
- A toolkit (downloadable from the INFLUENCE Web site) on how to plan an INFLUENCE event in your community, which includes planning steps, sample event materials, evaluation form, etc.

3. With how many women have you shared the INFLuence message?

4. Are you planning an INFLuence event in your community?

☐ Yes (please provide details below)

☐ No

5. Comments

Submit

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Thank you for your dedication to improving the health of Hoosier women and using your influence to make a positive impact.



**INFLuence Women's Health Forum
April 18, 2007
Indiana Historical Society
Indianapolis, IN**

This Month's Call To Action

Encourage your family, friends, and colleagues to quit smoking as a result of the July 1, 2007 cigarette tax increase.

There's Never Been A Better Time To Quit!

Whether you are a business professional, an educator, a public servant, a media representative, a faith-based leader, a health care professional, or a concerned citizen, chances are your professional and personal network includes some smokers. Now you have the support of a statewide campaign behind you to help motivate the individuals in your sphere of influence to conquer the tobacco addiction.

In the final days before the cigarette tax went into effect on July 1, 2007, Governor Mitch Daniels, State Health Commissioner Judy Monroe, M.D., and Executive Director of Indiana Tobacco Prevention and Cessation (ITPC) Karla Sneegas worked together to launch "There's Never Been a Better Time To Quit".

This campaign highlights 3 ways to quit smoking:

1. See a health care provider for medical advice on quitting;
2. Call the state's toll-free tobacco quit line (1-800-QUIT-NOW) to seek help from a trained tobacco cessation coach;
3. Contact the local ITPC-affiliated community coalition for resources.

According to the 2006 Adult Tobacco Survey, nearly nine out of 10 Hoosiers who smoke want to quit. You can capitalize on this statistic by using the increased cigarette tax as another reason to talk to family members, friends, and colleagues about quitting. Emphasize the economic implications smoking has on Indiana in terms of high health care costs and low productivity, as well as the impact of secondhand smoke on non-smokers' health. Encourage current smokers to take responsibility for their own health and well-being, as well as that of Indiana, and share the three ways to get help.



Thank you for your hard work to promote the passage of [HEA1678](#) to increase Indiana's cigarette tax and provide additional resources to improve the health of Hoosiers.



Indiana Governor Mitch Daniels (center), State Health Commissioner Dr. Judy Monroe (left), and Indiana Tobacco Prevention and Cessation Agency Executive Director Karla Sneegas (right) launch "There's Never Been a Better Time to Quit!" June 28, 2007

Did You Know?

- It is estimated that R. J. Reynolds spent between \$25 million to \$50 million for

the introduction of Camel No. 9 to females.

- Higher prices on cigarettes is a proven strategy to help people quit and prevent youth from starting to smoke.
- Female smokers have a 60 percent greater risk of developing cervical cancer than women who never smoked.

Sources:

Tobacco Free Kids, FDA Regulation of Tobacco is a Women's Health Issue. 5.08.2007

<http://tobaccofreekids.org/research/factsheets/pdf/0185.pdf>

Campaign for Tobacco Free Kids. Increasing the Federal Cigarette Tax Reduces Smoking (and the cigarette companies know it).

<http://tobaccofreekids.org/research/factsheets/pdf/0021.pdf>

International Collaboration of Epidemiological Studies of Cervical Cancer. "Carcinoma of the cervix and tobacco smoking: Collaborative reanalysis of individual data on 13,541 women with carcinoma of the cervix and 23,017 women without carcinoma of the cervix from 23 epidemiological studies". International Journal of Cancer, March 15, 2006

Top 9 List

Now that you are armed with knowledge about women and tobacco, here is a list of 9 actions you can take to make a difference in the health of Hoosier women:

1. **Encourage your family, friends, and colleagues to quit smoking as a result of the July 1, 2007 cigarette tax increase.**
2. Write a letter to the editor of women's magazines that are running tobacco ads.
3. Support passage of legislation to give the FDA authority to regulate tobacco.
4. Promote the Indiana Tobacco Quit Line: 1-800-QUIT-NOW (784-8669).
5. Empower youth to fight back against the tobacco industry and encourage them to get involved at www.Voice.tv.
6. Give your business to restaurants and bars that are smoke-free, and actively support local smoke-free air laws in all workplaces.
7. Establish policies in your worksite, community center, health care facility, or faith-based organization that protect everyone from secondhand smoke.
8. If you are an employer, provide incentives to employees who don't smoke or quit smoking, and offer cessation resources.
9. Contact 9 women you know, share the information you learned at the forum and from the PowerPoint presentation, and ask them to complete the Top 9 List as well!

"When it comes to the effects of tobacco, it is a black and white issue. The science is well established, and we know that tobacco products kill. Evidence-based research has told us what strategies work to reduce tobacco use, but we must remember that execution trumps strategy. As your state health commissioner, I ask that you make a personal commitment to use the talent and influence you possess to positively impact the health of future generations."

For a Healthier Tomorrow,

Judy Monroe, MD
State Health Commissioner



Office of Women's Health
Indiana State Department of Health



INDIANA TOBACCO QUITLINE

1-800-QUIT-NOW

WE'LL SHOW YOU HOW



Governor Mitch Daniels'
SHAPE INDIANA



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